

### **Amendments To The Claims**

1. (Withdrawn) An on-line magazine comprising:  
reading content in a format of a printed publication; and  
links to product pages.
2. (Withdrawn) The on-line magazine of claim 1 wherein at least one product page link is provided within at least one article of the on-line magazine.
3. (Withdrawn) The on-line magazine of claim 1 further comprising at least one of:  
magazine page navigation controls that enable a reader to navigate the on-line magazine, magazine table of contents, magazine page numbers, section identifiers, section locators, page locators, page divider, and shopping table of contents.
4. (Withdrawn) The on-line magazine of claim 3 wherein the at least one of the magazine table of contents and the shopping table of contents include at least one of an alphanumeric locator and a user selectable link that causes the reading content associated with the user selectable link to be displayed.
5. (Withdrawn) The on-line magazine of claim 3 wherein the section locators are selected from the group consisting of a pull-down menu, radio buttons, and hypertext links.

6. (Withdrawn) A method of ordering a product using an editorial content provider comprising:

transmitting editorial content to a user, wherein the editorial content includes a user selectable link to a product identified in the editorial content; and

transmitting a product page associated with the user selectable link to the user.

7. (Withdrawn) The method of claim 6 wherein the editorial content comprises at least one of an electronic magazine and a newspaper that includes at least one of page numbers associated with the at least one of an electronic magazine and a newspaper, page navigation controls associated with the at least one of an electronic magazine and a newspaper, table of contents, shopping table of contents, section identifiers, section locators, page divider, and page locators.

8. (Withdrawn) The method of claim 7 wherein at least one of the table of contents and the shopping table of contents include at least one of an alphanumeric locator and a user selectable link that causes the editorial content associated with the user selectable link to be displayed.

9. (Withdrawn) The method of claim 6 further comprising:  
enabling the user to order the product, wherein the product is ordered using a server of a product provider.

10. (Withdrawn) The method of claim 6 wherein the transmitting editorial content to a user includes:

transmitting an electronic mail message to the user, wherein the electronic mail message includes an editorial content link to the editorial content.

11. (Cancelled)

12. (Cancelled)

13. (Withdrawn) The method of claim 11 further comprising:

receiving a selection of the user selectable link; and

transmitting the selection to the second server;

receiving a product page associated with the user selectable link.

14. (Withdrawn) The method of claim 11 further comprising:

receiving an electronic mail message, wherein the electronic mail message includes an editorial content link to the editorial content.

15. (Withdrawn) The method of claim 11 wherein the editorial content is presented as one of an electronic magazine and a newspaper.

16. (Withdrawn) A system for ordering a product using an editorial content provider comprising:

an editorial content transmitting module that transmits editorial content to a user, wherein the editorial content includes a user selectable link to a product identified in the editorial content; and

a product transmitting page that transmits a product page associated with the user selectable link to the user.

17. (Withdrawn) The system for claim 16 wherein the editorial content is presented as one of an electronic magazine and a newspaper.

18. (Withdrawn) The system for claim 17 wherein the electronic magazine includes at least one of magazine page numbers, magazine page navigation controls, table of contents, shopping table of contents, section identifiers, section locators, page divider, and page locators.

19. (Withdrawn) The system for claim 18 wherein at least one of the table of contents and the shopping table of contents include at least one of an alphanumeric locator and a user selectable link that causes the editorial content associated with the user selectable link to be displayed.

20. (Withdrawn) The system for claim 16 wherein the product is ordered using a server of a product provider.

21. (Withdrawn) The system for claim 16 further comprising:  
an editorial content request receiving module that receives a request for editorial content from a user; and  
an accessing module that accesses an electronic storage device that includes the editorial content requested.

22. (Withdrawn) The system for claim 16 further comprising:  
a display causing module that causes the editorial content to be displayed to the user.

23. (Withdrawn) The system for claim 16 further comprising:  
a product order enabling module that enables the user to order the product.

24. (Withdrawn) The system for claim 16 further comprising:  
an electronic mail message transmitting module that transmits an electronic mail message to the user, wherein the electronic mail message includes an editorial content link to the editorial content.

25. (Withdrawn) A system for ordering a product using an editorial content provider comprising:  
an editorial content receiving module that receives editorial content from a first server, wherein the editorial content includes a user selectable link to a product identified in the editorial content;

an editorial content displaying module that displays the editorial content and the user selectable link to a user;

a user input receiving module that receives user input regarding editorial content navigation;

a user input request transmitting module that transmits a user input request to a second server based on the user input;

a data receiving module that receives data related to the user input request; and

a data displaying module that displays the data to the user.

26. (Withdrawn) The system for claim 25 further comprising:

a transmitting module that transmits at least one of a next page request, previous page request, and a specific page request to the first server; and

a receiving module that receives the at least one of a next page request, previous page request, and a specific page request from the first server.

27. (Withdrawn) The system for claim 25 further comprising:

a selection receiving module that receives a selection of the user selectable link;

a selection transmitting module that transmits the selection to the second server; and

a product page receiving module that receives a product page associated with the user selectable link.

28. (Withdrawn) The system for claim 25 further comprising:  
an editorial content request transmitting module that transmits an editorial content request to the first server.

29. (Withdrawn) The system for claim 25 further comprising:  
an electronic mail message receiving module that receives an electronic mail message, wherein the electronic mail message includes an editorial content link to the editorial content.

30. (Withdrawn) The system for claim 25 wherein the editorial content is presented as at least one of an electronic magazine and a newspaper.

31. (Currently amended) A computer implemented method of selecting and optionally ordering a product using an editorial content provider comprising:

transmitting editorial content via an electronic communications network, the editorial content including at least one inside page display having a first page and a second page adjacent the first page, a shopping table of contents, and at least one user selectable link directing navigation to a product information page pertaining to at least one subject in the editorial content;

receiving user editorial content navigation signals; and

transmitting data related to the user input request to the user via the electronic communications network.

32. (Withdrawn) The method of claim 31 further comprising:  
receiving at least one of a next page request, previous page request, and a specific page number request from a user; and  
transmitting editorial content to the user responsive to request received.

33. (Withdrawn) The method of claim 31 further comprising:  
receiving a selection of the user selectable link; and  
transmitting the selection to a remote server;  
receiving a product page associated with the user selectable link.

34. (Withdrawn) The method of claim 31 further comprising:  
transmitting an electronic mail message containing a link to the editorial content.

35. (Previously Presented) The method of claim 31 wherein the editorial content is presented as one of an electronic magazine and a newspaper.

36. (Currently amended) The method of claim 35 wherein the electronic magazine or newspaper includes page numbers, page navigation controls, an editorial table of contents, section identifiers, a cover page and an adjacent page divider between said first and second pages.



37. (Currently amended) The method of claim 36 wherein the editorial table of contents includes at least one of an alphanumeric locator and a user selectable link that causes the editorial content associated with the user selectable link to be displayed.

38. (New) The method of claim 37 wherein the shopping table of contents comprises a plurality of links to shopping categories.

39. (New) The method of claim 38 wherein each of the plurality of links is associated with a shopping category.

40. (New) The method of claim 39 wherein user selection of one of the plurality of links causes one or more pages associated with the shopping category to be displayed to the user.

41. (New) The method of claim 40 wherein the shopping categories comprise music, electronics, and sports.

42. (New) The method of claim 31 wherein the shopping table of contents comprises a plurality of links to shopping categories.

43. (New) The method of claim 42 wherein each of the plurality of links is associated with a shopping category.

44. (New) The method of claim 43 wherein user selection of one of the plurality of links causes one or more pages associated with the shopping category to be displayed to the user.

45. (New) The method of claim 44 wherein the shopping categories comprise music, electronics, and sports.